

Broadway Create Automobile Styles

Day Has Passed When a Car Can Be Merely Mechanically Right—Must Also Be a Stylish Carriage.

NEW YORK DEALERS DICTATE FASHIONS

By GEORGE M. DICKSON,
Managing Director National Motor Vehicle Company.

For the sixteenth time automobile manufacturers bring their latest creations to New York and put them on exhibition, proud to be able to show such marked progress in so short a period as twelve months.

And again the public by the thousands pay homage to these self-propelled vehicles and the master brains responsible for their beauty, comfort and utility by attending the show.

Many significant things protrude prominently from the mass of information about cylinders, body lines, starters, lights, horsepower and the like. Not the least of these is the vital part of the industry that has grown with it until it has become of prime importance, and this is the "look" of the modern cars.

Style is the dominant factor to be reckoned with. Where, then, do these new creations, these improved designs and these elaborate changes originate?

Do they spring automatically from the fertile brains of the manufacturers? Are they conceived in the workshops of Detroit, Indianapolis, Cleveland, Buffalo, Toledo and all the other automobile centers?

Credit for much of the influence that determines these improved styles is due to the automobile dealers along Broadway right here in New York City. For example, there is William C. Poertner, president of the Poertner Motor Car Company, who has been the patron saint of the National styles.

Poertner has the interests of the National car at heart as much as we who are at the factories. He is proud of the beauty of his new 1916 cars.

Broadway is the barometer of America's style sentiment. By sensing this sentiment, accurately and translating it in terms applicable to the motor car, Poertner has done much in helping determine the graceful and modern design of the National. It is rather a mysterious thing the way style comes into being.

The sources of these styles cannot be definitely traced, and the composite causes that produce them cannot be separated and defined. Only one who is attuned in harmony with the trend of the times can be relied upon as an authority in deciding what shape, tone or contour styles will follow.

When all is said and done styles are but the reflection of public sentiment, and to interpret this sentiment, or rather to anticipate it, is where Poertner covers himself with glory.

Poertner claims that the National is one of the most imitated cars and says that his dealings with the fashionable and wealthy class of New York has always been pleasant because of their instant appreciation and approval of

the creative work being done by the National factories.

As builders of powerful, reliable automobiles the National people long ago realized that the modern car must be much more than a machine. Mechanical excellence is of prime importance, but to-day this is taken as a matter of course; this is to-day considered as a manufacturer's responsibility; otherwise, he has no claim upon the public confidence.

But the modern car is more than a vehicle in which one rides—it is a style carriage; it is one's outdoor home; it is the habit of the road, the home of the modern man.

Further, says that the National answers these requirements; that it gives the owner the same noise, comfort and atmosphere of refinement on the public highway as he would find in his own home. In other words, Poertner says there is no reason why one who lives in elegance should have to compromise upon the road with anything less than he is accustomed to at home.

To provide this same uniformity of comfort, beauty and elegance on the road has been the object that has inspired the efforts of the National car builders. The first thing to be attained in this direction was to master all mechanical problems so as to give the driver and the passengers in the car what we call "motoring unconsciously."

In other words, to relieve them of all worry or anxiety of operating mechanism, and to make them forget that there are cylinders, gears and mechanical things in operation under the hood and beneath the seat.

To attain the degree of perfection which the National has achieved in this respect has required more than fifteen years of conscientious application to mechanical problems, with the result that National has produced a distinct "breed" of cars.

While various features have been changed to accommodate modern equipment, nevertheless, fundamentally, Nationals are the same to-day in quality that was responsible for so many race records. From this mechanical perfection the problem graduated into one of comfort.

National obtains maximum comfort requirements of road conditions by employing the various National cantilever springs. But National has not sacrificed utility for beauty. The divided front seats, which make comfortable individual arm chairs; the stream line body design, which permits of roomy and deep bodies; the spacious tonneau and the ample rear seat are all made to coincide with the symmetry and grace of the design, and reckoned with equally in ratio to their utility and service.

The National is proud that their new six and twelve cylinder models are living up to the name "Highway." This name was given the new models in the coming season will be one of living on the highway more than ever in the history of America, and because their new cars are built to have a great touring radius—be at home on all roads and to permit extended travel without fatigue.

John W. Willys Brings His Overland Down to \$695



7 Passenger Overland.

Surprises the Entire Trade by Cutting His Popular Model \$55.

A reduction of \$55 in the price of the big \$750 Overland is the unexpected show announcement made by John W. Willys, president of the Willys-Overland Company, who is in New York attending the exhibition.

This is the model which in the last six months has broken all sales records for Overland cars. Since June more than 50,000 of them have been sold to people in all parts of the world. But in spite of the fact that it has been the biggest seller of the year in its class, the Toledo concern now is able to offer it, with improvements, at \$695.

The remarkably low price is made possible only through a combination of circumstances which have placed the Overland company in a position where it can offer more car for less money than probably any other concern in the industry.

Due to the foresight and keen business acumen of Mr. Willys, the materials used in Overland cars this year were bought before the war sent prices soaring. To gain some idea of these savings it is stated that the company has been able to save \$3,500,000 on aluminum alone, while the saving on steel and many other raw materials is in proportion.

Quantity production is another factor that figures prominently in the reduced price of Model 83-B. Large factory additions recently completed have enabled the company to cut the cost of its output of a year ago. In the last few months more cars have been delivered than during any previous year in the history of the big Toledo concern.

Production capacity has jumped to 1,000 cars a day, and Overland officials declare it is due to savings on material purchases and to the economies effected by such a tremendous output that they are enabled to lower the price of the model to a point which no other manufacturer of medium priced cars can touch.

As evidence of the wonderful value offered in the car, the Willys-Overland Company guarantees that its price will never be lowered. On the other hand, it reserves the right to advance the price should the cost of materials continue to rise.

One of the improvements in the car is a new 30-horsepower four-cylinder motor of the latest block design. The cylinder heads of this type of motor

are cast in one piece, which can be removed easily if occasion demands. With a bore of 4 1/4 inches and a stroke of 4 1/2 inches the motor is capable of developing power in excess of anything needed for ordinary driving. It is simple but efficient in construction, and in operation has proved smooth, quiet and economical.

The long wheelbase of 106 inches, quick detachable tires, measuring 33 by 4 inches all around, with non-skid in rear, and demountable rims, are a few of the features that have made this low priced Overland. The 4-inch tires afford the greatest amount of riding comfort in the long run than the smaller size tires usually found on cars of this price class.

The appearance of this big, handsome 30-hp. equipped, six-passenger Overland stamps it at once as being a car of unusual merit. The long, sweeping body lines and streamline design give it character and poise, two essentials demanded by all discriminating purchasers of high priced cars. From the radiator to the full curved back there is not a break in the lines to mar its graceful appearance. Frame, running boards and brackets and battery box are concealed by the running board

shield, while concealed door hinges and inside handles carry out the smooth effect. Crowned fenders of heavy gauge steel add materially to the attractiveness of its exterior.

The body is finished in a dark Brewster green, with striping of ivory white. The fittings are of polished nickel and aluminum. Fenders and trimmings are black enameled.

The same care and attention has been given to interior refinements. There are large pockets in all doors. The mohair top is a one-man type of bows permit it to be raised or lowered easily by one person.

The new side curtains cannot flap, as they fasten from the inside to the top bows. The ease with which they are attached fills a long felt want on the part of many motorists, who heretofore preferred to expose themselves to stormy weather rather than go to the trouble of adjusting the curtains. When not in use the curtains are stored conveniently in the top.

A built-in, rain-vision, full ventilating type windshield affords the passengers complete protection from the front. It can be adjusted to any position to meet all weather conditions and differs from the type usually found on medium

Willys-Knight Limousine.

priced cars in that it is jointed at the middle as well as at the bottom, so that it can be folded forward.

The seats are wide and roomy, with high, comfortable backs. The deep divan upholstery compares favorably with that found in more expensive cars. The seat cushions are built on resilient, spiral springs that add greatly to the comfort and easy riding qualities of the car.

As in all Overland models, the steering column is placed at the left, with the gear-shifting levers in the center. A switch box for electric control is located on the right side of the steering column, two inches below the wheel.

This little switchbox has four push-buttons—one for the electric horn, one to switch the ignition current on and off, and two for the lights. One of these throws the lights full on; the other dims the headlights for city driving. By simply turning a key in a lock at one side all the buttons may be locked against unauthorized operation, with the lights on or off as desired. The operation of starting the motor requires but a slight pressure of the foot on a button in the toe-board.

All indicating devices, including the magnetic speedometer, revolving oil indicator and ammeter, together with the carburetor priming button, are arranged conveniently on the cowl dash instrument set.

The angle of the instrument dials, so that the driver need not bend from his natural position at the wheel to see them. A small electric light, just above the instruments, illuminates them at night.

The starting and lighting system is of the most effective two-unit type, entirely separate from the ignition, which permits the simplest wiring. No dry batteries are required.

The motor is cooled by a thermosiphon or natural circulation system which does away with the need for a pump. The large fan runs smoothly on ball bearings.

A constant level splash system provides thorough lubrication under all conditions of usage. The oil base has a capacity of eight quarts.

The carburetor is of an improved type, with a hot air attachment. It is exceedingly simple in adjustment.

The rear axle is of the floating type, with four bevel differential gears. The front axle is an I-beam section dropped in one heat, without welding. The steering knuckles are designed to give an unusually short turning radius. The brakes are large and powerful, with a braking surface ample for a much heavier car.

The front springs are semi-elliptic. Those in the rear are three-quarter elliptic and are slung under the axle in supports which swivel on the axle housing.

The transmission is of the selective sliding gear type, with three speeds forward and reverse. The gears are made of nickel steel, double heat treated and of the stub tooth type.

A leather faced clutch of the distinctive Overland cone type is used. Small, spring pressed studs placed under the clutch facing assure smooth, gradual engagement. The pedals of both the clutch and service brake can be adjusted to the reach most convenient for the driver. Their rounded surfaces insure a firm foothold at all times.

In addition to the features already mentioned, model 83-B includes in its regular equipment a muffler cutout, headlight dimmers, combination tail-light and license bracket, hinged robe rail, footrest, tire carriers in rear, extra demountable rim, full set of tools, tire repair kit, jack and pump.

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AN INTERSTATE EACH 15 MINUTES

Company Backed by Substantial Men of Manufacturing Experience.

Several men well known as manufacturers in other lines are represented on the list of officers and board of directors of the Interstate Motor Company.

F. C. Ball, president of the company; W. C. Ball, E. H. Ball and G. A. Ball, directors, are manufacturers of the "Ball Brothers' fruit jar." These men have had years of manufacturing experience and their study of the details of such a business has been extremely valuable to the present Interstate company in building a firm factory organization.

The Hoosier Kitchen Cabinet Company is also represented, as J. M. Marling, vice-president of the company, owns a large interest in the Hoosier Manufacturing Company, of New Castle, Mo. Mr. Marling is very active in his connection with the Interstate company and has contributed largely to the success and steady rise of the Interstate in the medium priced field.

is known in the banking circles of Indiana, as he occupies the president's chair of the Union National Bank of Muncie.

The treasurer of the Interstate company, Eugene Varet, affiliated himself with this organization in 1914. He has



B. W. TWYMAN, General Manager, Interstate.

had many years of experience in the buying field, having been closely allied with the dry goods business for a number of years.

The general manager of the company, B. W. Twyman, has been connected with the automobile business for the past fifteen years. He was at one time sales manager of one of the largest automobile companies in the country and also conducted one of the largest wholesale automobile jobbing houses in the Central West. Mr. Twyman's connection with the automobile business dates back to the early development of the one cylinder car.

In speaking of the increase in production of the Interstate, B. W. Twyman says:

"A car every fifteen minutes will be our slogan for the coming year. For the past six months we have been doing everything in our power to facilitate matters. We have been able to anticipate the material shortage which has been prevalent over the country for some time, and by the time the show is over we will be building our full quota of forty cars a day."

To Protect Pedestrians.

Robert S. Stewart, vice-president and general manager of the United States Motor Truck Company, Cincinnati, Ohio, prophesies the day is not far distant when iron fences or railings will be imperative in large cities where traffic is the thickest.

Stewart cites the alarming number of accidents suffered by pedestrians due to crossing streets at other places than at the proper street intersection, and says as the number of automobiles increases, this problem becomes more dangerous.

Mr. Stewart believes that this can easily be solved by installing iron fences or iron railings along the edges of the sidewalks, so that the walking traffic cannot cross the street at any place except at the proper street intersections. This, he says, will give the city officials control of the pedestrian and their movements, which is the one and only way to safeguard them.

Show Reveals Change in Body Design.

"Probably one of the most striking examples of the latest trend in body design is the touring car exhibited at the Chandler booth," says C. A. Emise, vice-president and sales manager of that company.

"It is fitted with what they term the art roll cowl body. About three years ago the European manufacturers, having perfected the chassis, turned their attention to the betterment of the design and construction of the bodies, it being their desire to produce a body where greater strength and lightness were combined with more grace of line. Believing this, the Chandler company, which ever since its inception has been a pioneer in the development of the light six-cylinder car, is offering the buying public what might be termed 'advance styles' by placing on exhibition at the New York Show the new model 17, which follows the latest turn in foreign body design.

"Deliveries on these touring cars will follow immediately after the close of the show, which in itself is somewhat of an innovation, as usually the bringing out of a model of this sort means that the customer must wait from two to three months before he can get delivery of the car. However, the production facilities of the Chandler company are such that it will produce between 1,800 and 2,000 of these cars during January and will hold to the same production practically throughout the year.

"This new body is in reality the last word in the coach builders' art. By using the art roll cowl between the front seats and the tonneau not only is the body made more pleasing in appearance but it is also possible to use beautiful Cressian walnut panelling over the two extra seats, which fold entirely out of sight into the second cowl.

"So strongly are the local dealers, the Brady-Murray Motors Corporation, in favor of this type of body that during a conversation the other day both Mr. Breitenbach and Mr. Murray stated that it was their firm belief that any automobile buyer who purchases a car without a double cowl body at the show or three months subsequent to the close thereof, will and himself with an out of date body on his hands six or eight months hence, as the advantages inherent in the new type of body are so manifest that the public is going to demand that all the other manufacturers follow their lead and adopt a type of body very similar to that shown on the new model 17 Chandler."

MEN WHO HAVE DEVELOPED OAKLAND PRESTIGE

President Nash rates Warner, Voorhis, Wahlberg and McDearmon one of the big selling teams of the automobile industry.

Among the various units which go to make up the strength and development of the General Motors Company into what is perhaps the greatest general factor in the automobile industry, the career of the Oakland Motor Company and its gradual evolution into the most popular complete line known to the trade make unusually interesting motor car history.

In his task of guiding the destinies of the separate companies of the General Motors, C. W. Nash, the president, who also fills a like official function for the Oakland, has paid special attention to the development of the latter organization. As a result this company has forged ahead each year with a steady, healthy growth, until to-day with its unique policy of a complete line, it bids fair to challenge the growth leaders of the industry not only in numerical output but in the intensive cultivation of its dealer organization.

The history of the past season has witnessed some interesting developments in the personnel of the Oakland organization. Fred W. Warner, who had been brought into the organization the preceding year as General Sales Manager, was promoted to the office of Vice-President and Assistant Manager; as a reward of merit in assisting him to boost the Oakland quota, C. B. Voorhis was advanced to General Sales Manager, and to help Mr. Voorhis in the discharge of his larger duties, T. H. McDearmon, with a ripe experience in handling sales distribution for one of the largest companies in the Middle West, came into the organization.

After a careful analysis of the trade conditions of the preceding season, the Oakland executives came to the firm conviction that the merchandizing success of an established company depended not so much on the number of cylinders in a motor as on the speed of production, the principles of motor construction. They saw a field for three distinct types of cars and an opportunity to further develop the growing Oakland demand by offering their dealers and the motor public a complete line of cars at popular and moderate prices.

The greatest success of the former Oakland season had been that of the high-speed, four-cylinder motor, which with its greater crank-shaft speed and its quicker succession of impulses gave the continuous flow of power, smoothness of riding and ready acceleration demanded by the up-to-date motorist. Spontaneous demand naturally kept this car in the line, at a lower price, namely \$1,050, made possible by an increased volume of production.

Following this announcement the Oakland Company fairly electrified the public by adding to its line a six, priced at less than a thousand dollars, namely \$795, a car, light in weight, yet sturdy in its construction and with surprising roominess and comfortable riding facilities for five passengers.

The final sensation that completed the list of Oakland offerings came with the production of the Oakland eight at \$1,850; a 127-inch wheel-base model of generous proportions and luxurious trimmings. Here again the high-speed principle, developed for the first time in quantity production by Chief Engineer N. E. Wahlberg, was

LEST YE SKID.

By F. W. MULLER.

Ask the average motorist what he fears most in the daily handling of his machine and the answer will be "skidding," for, if there be one thing more than all others that the motorist fears, it is that sickly sinking of one's interior that comes with the sudden and entire loss of control inevitably accompanying a bad skid.

The reckless, the foolish and the incompetent pedestrian can be guarded against; even the man who loses himself in a brown study in the middle of a busy street, and the old lady who flutters back and forth in the path of a car like a befuddled hen can be taken care of with the brakes.

But with a skid once started only Providence and the skillful hand at the wheel are of any avail. Like the pedestrian who apparently drops from nowhere in particular plumb in front of your car, the skid is a thing more entirely unexpected, but, unlike the former, it is not always unavoidable.

The case is distinctly one for preventives and not for remedies. There is no remedy for a bad skid but to patch up the damage and gather together your shaken nerves as best you may.

As an absolute preventive of skidding, non-skid chains will naturally suggest themselves at once to the reader, and it may be added that two of the insurance companies that write automobile accident policies have taken cognizance of the frequency of accidents caused by skidding, and recommend the use of chains. And right here we can offer the best anti-skid rule of all:

Make it an invariable rule to keep the chains in the car and not trust to remembering to put them there just before you start out.

The Future of the Automobile Industry

"The future of the automobile industry is a question of paramount importance to every person in the country, whether directly connected with this remarkable business, or as an owner, or as a citizen interested in the welfare of his country's wealth and business success. Will automobiles be produced in such prodigious numbers ten years from now as they are in 1916? Is a query that was asked me recently by a Pathfinder owner," says Roy Senior, of Senior Brothers, Eastern Distributors of Pathfinder cars. "Conjectures only can be made, of course, with nothing to base our conclusions upon other than the advances made in the last ten years."

"However, with business conditions steadily improving, as they certainly are, as I am in a position to learn from the increased sales of Pathfinder cars in every nook and corner of the entire country, the automobile industry will be as staunch and prosperous ten years from now as is the agricultural industry, which is founded in the heart of Mother Nature herself."

"The all encompassing upheaval of the European struggle naturally has its influence, and will serve in a measure to retard the growth of this business. The war will mean something to the domestic car-builder, inasmuch as the European builders will not affect us as in the past."

"The tendency seems to be to establish proof that the European maker has contributed more to the builder of American cars than the American maker has contributed to his foreign colleague. Such is decidedly not the case, as shown from a fair inspection of the facts."

"But it should be borne in mind that the motor car is universal property and is not therefore influenced by the dictates of any one manufacturing community over another. However, it is an assured fact that American and foreign manufacturers have each benefited by the best that has been offered by the other in many simple and concrete instances of motor car manufacturing."

"But the effect of the war on the foreign manufacturers is the big angle of interest at this time. American cars have invaded the foreign field in big numbers; American production methods have made it possible for this country to supply a demand that was considered by foreign buyers to be impossible."

"Foreign manufacturers can never overcome the business that American manufacturers have established abroad unless they assimilate our production methods. This can never be done, for the size of the ocean lying between this

country and the Old World is a water hazard that will prove an effective barrier, whereby the engineers will be gradually disengaged, at least for another ten years or so."

St. Clair Coubens, general field representative for the Pathfinder Company, thinks the "gearless car" is on its way. "All the gears are for, anyhow," he contends, "is to give a car more power on the hard pull and to make it possible for the car to go more slowly in congested traffic."

"Multiple cylinders is the answer. 'With a car like the Pathfinder Twelve you can top the worst hills on high, and you can go so slowly in high gear that you are almost going backward.'"

"I'll bet every New York traffic man wishes that all the cars on Broadway were Pathfinder Twelves, and so do I, for that matter. It would certainly make both of our jobs a cinch. I say it would!"

"New manufacturers can never overcome the business that American manufacturers have established abroad unless they assimilate our production methods. This can never be done, for the size of the ocean lying between this

"APPERSON 8" Time Tried

It is easy to figure the age of the automobile.

Just keep in mind the fact that the Apperson was first made in 1893. We are twenty-three years young.

The Apperson for 1916 typifies the energy, devotion and love of work of two men—Elmer and Edgar Apperson—who have been "on the job" all these years.

Sixes \$1550. Eights \$1850.

Dimond-Apperson Motor Co.,
Distributors,
Broadway & 68th St., New York, N. Y.

—intrinsic value
—performance value
—social value
—in all three, the Eight-Cylinder Cadillac is America's one incomparable motor car.

Scripps-Booth

at the Palace—space B-14

LAST year a new-comer, this roadster for three has now gained social prestige and respect which will make it one of the most prominent upon the long receiving line at the Palace Show.

Especially interesting will be an additional Scripps-Booth—larger, more powerful, with an eight cylinder motor, and priced at \$1200. Its debut will be made December Thirty-first.

ISOTTA FRASCHINI MOTORS CO.
2 West 57th Street New York

SCRIPPS-BOOTH COMPANY
Detroit